

# Presenting with Poise

Begin with a plan to attain your objective and develop a strategy for reaching your audience.

Prepare your opening, your presentation, and your close.

Practice your delivery to present with poise.

When your time is limited to only one day, this class enables you to learn the entire process for presenting to business audiences.

**One day of classroom instruction and interaction.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** The four P's for presenting with poise:

1. Plan your presentation.
2. Prepare your content.
3. Practice your delivery.
4. Present with poise.

# ABOUT Presenting with Poise

## Return to the basics: engage and influence your audience

**P**resenting with poise (the skill) enables you to influence your audience; to convince them to act in the manner you seek; to attain your objective—resulting in a profitable situation for both you and your audience. Presenting with poise is not about you, nor is it about typical bullet point slides (where your audience suffers a deathly tedium). Rather, presenting with poise enables you to set a clear purpose, to present a flow of information that intrigues, to display content-rich slides that inform, to engage and capture your audience, to command attention and involvement, to profit.

**Benefits you will attain.** Presenting with poise enables you to communicate your message to your audience, clearly, succinctly, and effectively. Here, you control your audience and construct a framework in which they comfortably listen and participate. This command of your presentation enables your audience to truly “get” what you present, and to act in the manner you most see fit. Ultimately, your purpose is met.

### CLASSROOM TOPICS

*Presenting with Poise* (the class) consists of four main steps: Plan, Prepare, Practice, and Present. You learn how to to present with poise, which includes all of the following skills.

#### Plan

Begin every presentation by establishing your objective—what do you want to attain as a result of this presentation? Understand who your audience is and how they will best receive your message. Develop a strategy for reaching your objective through this particular audience: What do you want your audience to do as a result of your presentation?

#### Prepare

Next, prepare the content of your presentation so that you can attain objective. Your presentation consists of three parts:

- ◆ An opening
- ◆ Your core information
- ◆ A closing

**An Opening:** During an effective opening, you engage the audience; preview the heart of your presentation, its core information and messages; and preview your objective.

**Your Core Information:** The heart of your presentation, you present three to five main points that support your objective. Learn how to define the main ideas and supporting information (and nothing more) that most benefit your audience, and how to effectively transition from one point to the next to create a smooth and logical flow.

Learn how to create informative textual and graphical slides that augment (not detract from) your presentation.

**The Closing:** Your closing must be strong and memorable, and motivate your audience to act as you wish. Indicate clearly you are about to close, briefly review your main points, state how your objective benefits your audience, and state a call to action.

#### Practice

Practice your presentation before getting on stage. Practicing enables you to transition quickly through the three speaker phases—yourself, your information, and your audience—so that you focus all your attention on the most important aspect of speaking: engaging and influencing your audience.

Learn the ten techniques for practicing effectively, as well as the many presentation techniques to practice.

#### Present

Now that you’ve planned, prepared, and practiced, you are ready to actually present to your audience. You can rely on a number of methods for presenting your information.

Choose the most effective methods for each particular audience. The better you choose and relate, the better your chance of reaching your objective.

Present to engage and influence your audience, without relying on your slides as a crutch. Presenting with poise is all about communicating with your audience.

### SOLARI'S LEAD INSTRUCTOR

## Rich Maggiani



#### Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

#### Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

#### Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.